Choosing the right selection criteria is critical to making sure a seat chooses the best possible candidate from those who apply. Selection criteria should be based upon qualities, characteristics or skills that are associated with being a successful candidate. Criteria based upon anything else will be unfairly discriminatory,and will not result in the best candidate being selected.

Selection criteria should be split into two: **practical criteria** and **desirable competencies**.

**Practical criteria** can be thought of as those things that are required to enable a candidate to deliver their part of agreed priorities for the seat. The Shortlisting Committee will decide whether an applicant either does or does not meet these criteria.

**Desirable competencies** are those things that will help predict how well a candidate will deliver the agreed priorities. The Shortlisting Committee will be looking for evidence of how well an applicant has demonstrated these competencies in the past, and will need to take into account the quality and relevance of the examples given when making a decision.

**Practical criteria**

Practical criteria are likely to vary from seat to seat. They should be factual and unambiguous and help to give applicants an idea of what will be expected of them should they be selected. They may be used once the selection is finished to form the basis of a concordat between the Local Party and the successful candidate.

**Example of Practical Criteria**

* Is available to commit to an agreed amount of campaign activity for the constituency from the date of selection until polling day.
* Demonstrates knowledge of, and credibility as a candidate for the constituency.
* Can organise own transport in order to campaign in all areas of the constituency.

**Diversity Watch!**

In setting practical criteria, it is important to encourage Shortlisting Committee members to identify exactly what the candidate needs to be able to do, rather than making assumptions which might discriminate unfairly. For example, the third criterion above might have started off as “Must have own car”, but the RO has helped the Shortlisting Committee to drill down and identify what the candidate actually needs to be able to do.

**Desirable competencies**

The 6 key competencies for a Liberal Democrat candidate are designed to be relevant to all types of seat, although different seats will want to prioritise some competencies over others. Shortlisting Committees should choose from the key examples in the evidence column in order to set the detailed criteria. They should choose at least one example from each of the 6 competencies. They may choose more examples from some competency areas than others, in order to prioritise those competencies that are most relevant to their seat.

**Communication Skills**

*Communicates clearly and persuasively to a variety of audiences and in a variety of contexts, generates opportunities for communication for self and others*

Examples of:

* Communicating clearly, passionately and with conviction when using different forms of media.
* Speaking confidently and persuasively in public.
* Listening & demonstrating understanding of others’ views.
* Seeking out opportunities to publicise Lib Dem policies using different methods and outlets.
* Demonstrating confidence without arrogance when communicating.
* Presenting clear messages without jargon or inappropriate language.
* Listening to, and adapting communication style for, people from different backgrounds or groups.

**Leadership**

*Motivates self and others; delegates and provides support as appropriate; demonstrates flexibility; accepts responsibility for outcomes, has integrity*

Examples of:

* Articulating a clear vision of success and demonstrating Lib Dem values consistently in their actions and message.
* Inspiring and motivating others to work towards common goals.
* Building trust, confidence and enthusiasm among supporters.
* Acting as a role model by listening to and working on behalf of others.
* Delegating appropriately, and taking responsibility if things go wrong.
* Understanding and acting on personal responsibility.
* An ability to be flexible and take other’s views into account, whilst maintaining integrity of message and purpose

**Representing People**

*Relates well to people from all backgrounds; is aware of their effects on others; demonstrates tolerance, is approachable and inspires trust.*  
  
  
Examples of:

* Presenting as approachable, professional and competent.
* Empathising and showing a commitment to understanding others’ needs.
* Demonstrating tolerance in actively representing people of all backgrounds, ages, ethnicity & interests.
* Actively seeking to attract, engage and build trust with new supporters.
* An ability to consider the needs or preferences of a wide variety of groups.
* Prioritising people over information, detail or ideas.
* Delivering on promises.
* Seeking to win for Party or constituents rather than self.

**Resilience**

*Copes effectively with pressure; remains positive and pro-active in the face of challenge, setbacks and criticism.*

Examples of:

* Seeking out opportunities to publicise and defend beliefs.
* Having the courage to make and defend unpopular decisions.
* Dealing well with conflict and remaining positive in the face of setbacks.
* Demonstrating stamina and deals effectively with pressure and media intrusion.
* Dealing with failure or criticism constructively.
* Not backing down or giving up when challenged, criticised or confronted.
* Not looking for easy options and embracing difficult challenges.

Being quick to ‘think on their feet’ and adapt to changing circumstances.

**Values in Action**

*Understands how to find out what matters to people, works hard to develop a campaign team, secure appropriate resources, promote Liberal Democrat values and maximise Party profile*.

Examples of:

* Developing a campaign team dedicated to maximising Party profile.
* Talking to people to identify concerns, build support and secure resources.
* Promoting beliefs and key messages through their own actions.
* Looking to win for all by supporting other campaigns when required.
* Keeping up to date with matters of local or national concern.
* Being organised and reliable, and devoting sufficient effort to their campaign or supporters.
* Being a credit to the Party in their actions and behaviour.

Being willing to engage in less high profile aspects of campaign work.

**Strategic Thinking & Judgement**

*Understands and prioritises complex information; looks at the bigger picture, identifies and promotes the overall objectives of the team and campaign.*

Examples of:

* Analyses complex information quickly and accurately.
* Identifies key arguments and solutions to problems.
* Understands the strategic relevance of information and makes links between national and local level issues.
* Translates policy into creative and tangible real-world outcomes.

**The application form**

The application form should aim to make it as easy as possible for Shortlisting committee members to identify whether or not applicants meet the selection criteria. The questions should be linked to the criteria, and Shortlisting Committee members should look for evidence of the key examples that have been chosen to form the key criteria. Please see the example selection criteria and application form for a target seat for an example which can be modified to match the chosen criteria.

**Diversity Watch!**

**Experience v Competence**

Shortlisting Committee members should avoid marking applicants down because they do not have experience of a particular position or action; having experience of something does not mean that an applicant necessarily does it well! Instead, decisions should be made based upon how far what the applicant has done in all areas of their life meets the criteria, based upon the examples they provide. This also means that applicants from unconventional backgrounds are not unfairly penalised and helps promote individuality.